

# Calgary

## Alberta

CANADA'S MOST PROGRESSIVE  
CITY



Presenting Interesting Information regarding  
Calgary, the Industrial Metropolis of Alberta.  
*Containing Forty Illustrations.*

FOR  
SATISFACTION AND  
VALUE

# SHOP IN CALGARY



IT will pay you to shop in Calgary or deal with a country representative of a Calgary distributing firm, because then you are absolutely assured of entire and lasting satisfaction. You can get better value for the same money in Calgary stores than from any mail order house in the East. It will be found much more satisfactory if you write to a good Calgary store, stating what you want to buy, before ordering by mail elsewhere.

# ALBERTA

## CANADA'S MOST PROSPEROUS PROVINCE.

The Province of Alberta contains the most fertile and productive land on the North American continent. Its size is almost beyond imagination, for Alberta contains 162,755,200 acres in which are included the 1,510,400 acres of rivers and lakes that make living in the Province so desirable for both farmers and townsfolk.

Allowing one-third of the total area for mountain slopes and rough land, there are over 105,000,000 acres of land available for cultivation in Alberta. Alberta is twice the size of Great Britain and Ireland; larger than France, Germany or Austria-Hungary; or as large as the combined areas of California, Oregon and Washington.

### Remarkable Agricultural Development

The agricultural development of Alberta makes a story of wonderful growth and achievement. Twelve years ago the total area in crop was only 591,614 acres, with a yield of 19,333,226 bushels of grain. In 1917 there were 6,127,129 acres in grain, which produced a total yield of 151,573,496 bushels, valued at \$184,225,272. These figures do not include hay, root crops or general horticultural products. This year, 1918, the total crop area under cultivation will probably be over 9,000,000 acres.

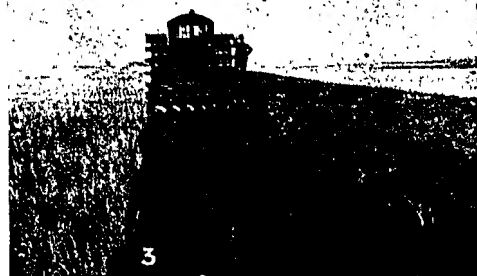
The table on the following page gives the official crop figures for 1917, compiled by the Alberta Provincial Department of Agriculture. It will be seen that the increased cash value over 1916 of the commodities itemised is \$90.356,304.

# Alberta's Estimated Yield and Value of Agricultural Products for 1917.

## Supplied by Provincial Department of Agriculture .

|                               | Acreage   | Bushels    | Yield per Acre | Price  | Revenue       |
|-------------------------------|-----------|------------|----------------|--------|---------------|
| Spring wheat                  | 2,845,647 | 52,644,469 | 18 1/2         | \$2.09 | \$105,258,938 |
| Winter wheat                  | 51,693    | 1,214,785  | 23 1/2         | 2.00   | 2,429,570     |
| Oats                          | 2,537,883 | 84,384,610 | 33 1/4         | .60    | 50,630,766    |
| Barley                        | 472,112   | 10,504,492 | 22 1/4         | 1.00   | 10,504,492    |
| Flax                          | 139,827   | 1,153,572  | 8 1/4          | 2.50   | 2,883,930     |
| Rye                           | 30,883    | 787,516    | 25 1/2         | 1.50   | 1,181,274     |
| Other grain crops             | 49,114    | 884,052    | 18             | 1.00   | 884,052       |
| Hay                           | 492,522   | *492,522   | *1             | 10.00  | 4,925,220     |
| Potatoes                      | 48,917    | 7,337,550  | 150            | .60    | 4,402,530     |
| Turnips                       | 5,746     | 1,149,200  | 200            | .50    | 574,600       |
| Carrots                       | 5,199     | 1,039,500  | 200            | .50    | 519,900       |
| *Tons.                        |           |            |                |        |               |
| Animals slaughtered and sold. |           |            |                |        | 45,000,000    |
| Dairy products                |           |            |                |        | 25,000,000    |
| Wool clip (2,086,633 pounds)  |           |            |                |        | 1,181,682     |
| Game and furs                 |           |            |                |        | 2,000,000     |
| Horticultural                 |           |            |                |        | 175,000       |
| Poultry and products          |           |            |                |        | 3,500,000     |
| Total acres (grain) 6,127,159 |           | 1917       |                |        | \$261,081,954 |
|                               |           | 1916       |                |        | 170,725,650   |
|                               |           |            |                |        | \$ 90,356,304 |

# ALBERTA—THE LAND OF PLENTY.



1—Canadian Government Grain Elevators, Calgary.

2—Champion Alberta-bred Clyde Stallions.

3—Plowing Up Stubble on a Farm, near Calgary.

The quality of grain threshed in 1917 was the best ever recorded. There was more No. 1 hard wheat grown than in any previous year.

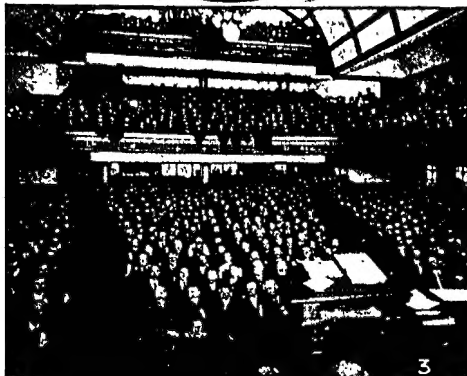
### **Alberta Bred Livestock in Great Demand**

Livestock is also a most important feature of agriculture. While Alberta's great prosperity is due in the largest measure to its splendid grain crops, mixed farming is also creating permanent and substantial development. Being blessed with an almost ideal climate, livestock in Alberta thrive out-of-doors all the year round. Rugged vitality is the distinguishing mark of all livestock bred in this Province.

Among Alberta's claims are: The largest and finest Percheron horse establishment in the world; the five highest priced Hereford sires in the world; the highest priced Shorthorn bull and the most valuable Holstein bull in the Dominion; the only flock of Romney sheep in Canada; the only flocks of Rambouillet and Corriedale sheep in Canada; and some of the most famous sires of all breeds and classes of livestock on the continent.

More than 50,000 sheep were imported into the Province last Fall in addition to many thousands of dollars' worth of pure-bred animals. During 1917 livestock to the value of \$10,700,000 was marketed at Calgary alone. One commission firm increased its business by over \$1,000,000. The volume of business done in the Calgary stock yards in 1917 was not only the largest in its history, but the cash value showed a far greater gain. Hog prices in Calgary stand at \$20 per hundred weight, or about \$1.25 above Winnipeg quotations. Cattle values are up to \$14 per hundredweight and prime lambs sell freely at \$15.50 to \$16.50.

CALGARY-ALBERTA'S TRADE CENTRE.



1—Automobile Club, Calgary.

2—A Champion Alberta Holstein Cow.

3—U.F.A. Convention, Calgary, January 25, '18.

Since the following livestock figures were compiled by the Alberta Provincial Department of Agriculture, prices have advanced considerably.

## Number, Price and Value of Alberta Livestock Supplied by Provincial Department of Agriculture

|              |         |          |               |
|--------------|---------|----------|---------------|
| Horses       | 718,317 | \$100.00 | \$ 71,831,700 |
| Swine        | 730,237 | 15.00    | 10,953,555    |
| Sheep        | 276,966 | 8.00     | 2,215,728     |
| Dairy Cows   | 325,861 | 50.00    | 16,293,050    |
| Calves       | 363,583 | 10.00    | 3,635,830     |
| Steers       | 187,538 | 40.00    | 7,501,520     |
| Other Cattle | 616,671 | 30.00    | 18,500,130    |
| Bulls        | 41,861  | 75.00    | 3,139,575     |
|              |         |          | <hr/>         |
| 1917         |         |          | \$134,071,088 |
| 1916         |         |          | 118,098,685   |
|              |         |          | <hr/>         |
| Increase     |         |          | \$ 15,972,403 |

### Enormous Increase in Value

Including with the above the increase in the values of grain crops and other farm products, the total increase in the value of all agricultural commodities in 1917 over 1916 was \$106,328,707—an amount that stands unequalled by any similar commonwealth in the world.

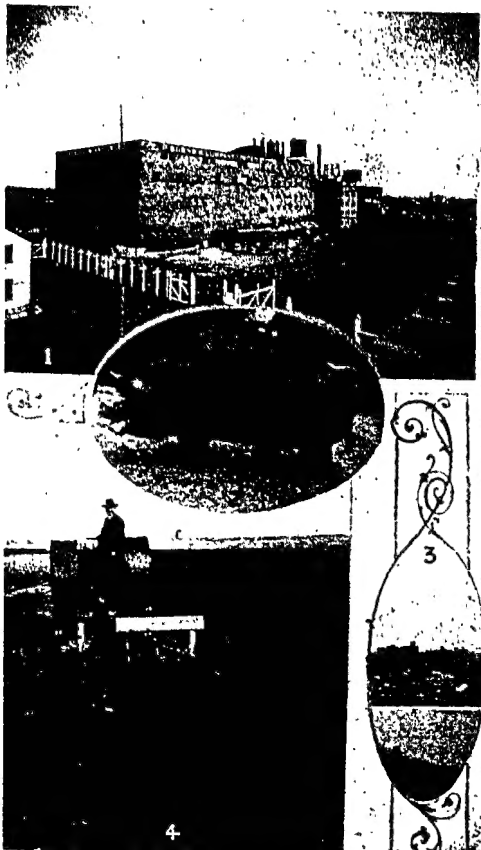
Alberta stands third in the list of creamery butter producing Provinces and in 1917 produced about 10,000,000 pounds of No. 1 creamery butter. Every April the city of Calgary conducts the largest individual pure-bred cattle auction in the world. Calgary also contains the largest pork packing plant in the whole Dominion, so that the Alberta farmer is always assured a ready market.

### Land Values Rapidly Increasing

Values of farm lands have increased rapidly during the past two years. The demand for Alberta farm lands is unprecedented. It is coming from people living



# SOME REASONS FOR ALBERTA'S WEALTH.



- 1—P. Burns & Co., Ltd., Canada's Largest Packing House.
- 2—An Alberta-bred Berkshire Hog.
- 3—Glimpse of Calgary.
- 4—Breaking up Virgin Prairie, near Calgary.

in all parts of the United States and Eastern Canada. There is practically no speculation, the result being that land prices in Alberta are much more favorable to the settler than in any other part of America.

Grazing land sells at from \$12 to \$18 an acre; excellent mixed farming land at \$20 to \$35; the best improved wheat land at \$45 to \$65, and unimproved land at \$25 to \$40. In the irrigated belt in Southern Alberta, alfalfa land is worth from \$60 to \$150. Of course, sales have been made greatly in excess of these figures which, however, represent averages for the Province as a whole

### **Mineral Resources Barely Touched**

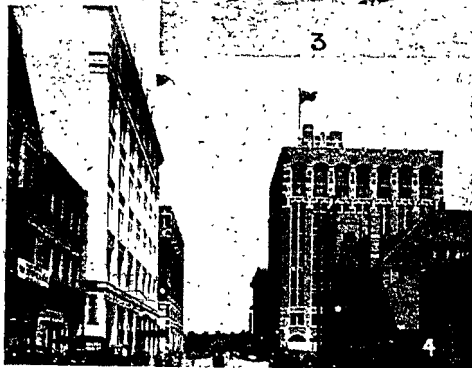
The mineral resources of Alberta, at present largely undeveloped, will some day rival agriculture as a source of wealth. Coal deposits underlie a large section of the Province and mines are being steadily opened up. During 1917 the output from 230 mines was over 5,000,000 tons.

There is also an abundant supply of natural gas, which is used extensively for lighting, heating and power purposes in the cities of Calgary, Lethbridge and Medicine Hat. Two wells in this Province are now actively producing oil and it is only a question of time before others will be developed. The value of mineral production in Alberta for 1916 totalled \$13,336,702, an increase of nearly 25 per cent. over 1915.

### **Alberta's Future Very Promising**

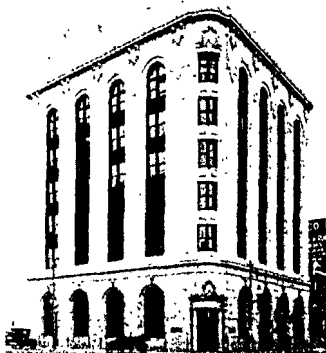
The period of Alberta's greatest prosperity, however, lies in the future. During the next few years business men and farmers in every part of the Province will have at their disposal an ever-increasing number of sterling opportunities.

WHERE FARMERS COME TO SHOP.



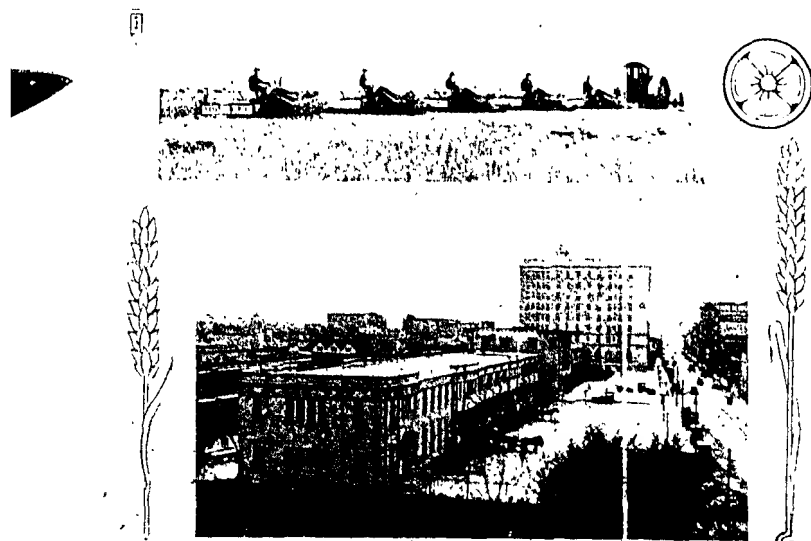
- 1—Alberta-bred Karakul Sheep.  
2—Some of Calgary's fine Suburban Homes.  
3—Some prize Alberta-bred Angus Helpers.  
4—First St. West, Calgary, looking North from Eighth Avenue.

A CITY OF BEAUTIFUL BUILDINGS AND

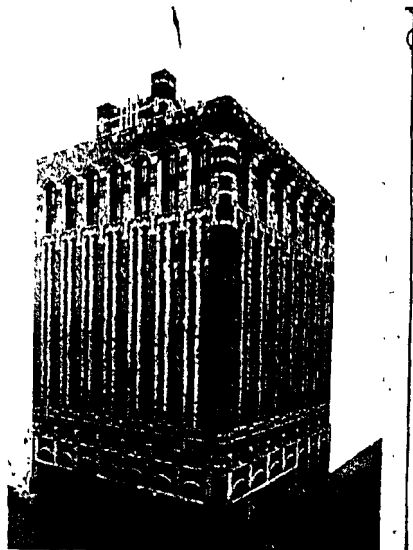


Top—Ogden Shops of Canadian Pacific Railway Company; largest west of Winnipeg.  
Centre—Hudson's Bay Store, Calgary.  
Insert—City Hall, Calgary.  
Lower—Canada Life Building, Calgary.

BIRDSEYE VIEW OF CALGARY, THE TRADE METROPOLIS OF ALBERTA AND MOST IMPORTANT BUSINESS CENTRE BETWEEN WINNIPEG AND THE PACIFIC COAST.



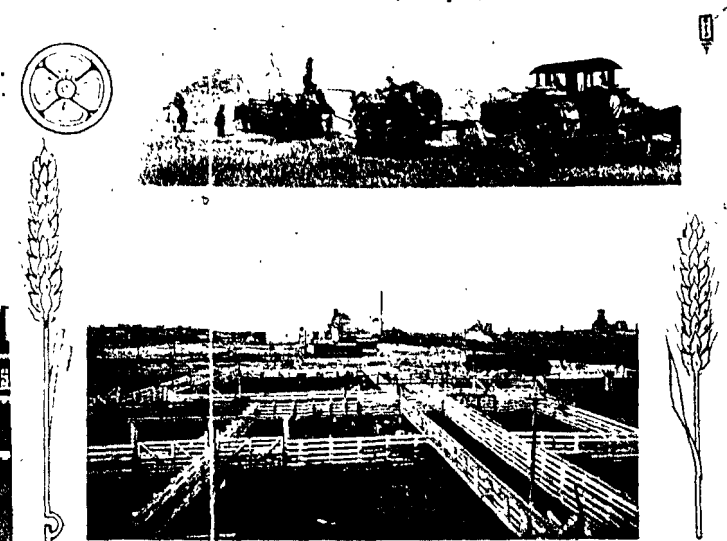
Above—Cutting a 40-foot swath through one of Alberta's great grain fields.  
Below—Canadian Pacific Railroad Station and Palliser Hotel.



Herald Building, Calgary. One of the City's most modern office buildings.



A Busy Calgary Business Street.

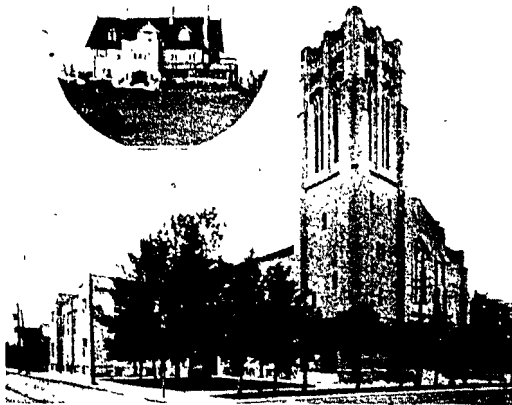


Above—Threshing Alberta's golden grain.  
Below—Corner of Alberta Live Stock Yards, Calgary. This City is the largest live stock and meat packing centre in the two Western Provinces.

WELL-CONSTRUCTED BUSINESS BLOCKS.



THE COUNTRY OF OPPORTUNITY.



Top—Normal School, Calgary.

Insert—One of Calgary's many fine residences.

Lower—Knox Presbyterian Church, Calgary.

1—Blackfoot Indian Breaking Up One of the Indian Reserves, near Calgary.

2—Eighth Avenue, Calgary.

3—Robin Hood Flour Mills, Calgary.

# CALGARY

## ALBERTA'S MOST PROGRESSIVE CITY

Calgary is the largest and by far the most important city between Winnipeg and Vancouver. Its location, at an altitude of 3,389 feet, in the foothills of the Rocky Mountains, at the junction of Canada's three transcontinental railroads, the C.P.R., C. N. R. and G. T. P., is unusually picturesque. Calgary is one of the most up-to-date towns in North America, possessing, as it does, every modern municipal improvement and a climate, the healthfulness of which is unsurpassed. Calgary is a city of beautiful homes, spotlessly clean streets, splendid schools, efficient hospitals and, most important, successful businesses and industries.

### Public Utilities Owned by City

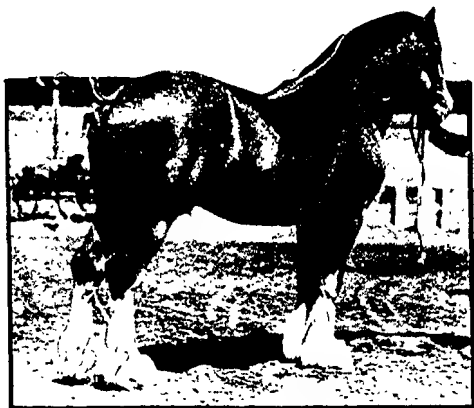
Municipal Calgary is a model which other cities might well copy. Owned and operated purely for its citizens' benefit, its municipally-owned utilities give excellent service to Calgarians. Electric light and power, street railways, public market, hospital, water, sewage, parks, and asphalt paving plant systems, all are successfully operated by the city. Water is obtained in abundance, for Calgary is situated at the junction of the Bow and Elbow rivers, from whence an unceasing supply is secured.

Calgary covers 40½ square miles. Its population is about 65,000. During 1917 there were 2,118 births, against a death rate of only 7.2 per thousand.

The city contains 400 miles of streets; 75 miles of street railway; 160 miles of concrete walks; 200 miles of sewers; 179 miles of water mains; 36 public schools; 10 public parks; 71 churches; four colleges; normal school; high schools; nine large theatres; 24 hotels; Y.M.C.A.; Y.W.C.A.; a Carnegie library; two well-equipped hospitals and every public utility calculated to increase the comfort of its citizens.

### **Living Conditions Ideal**

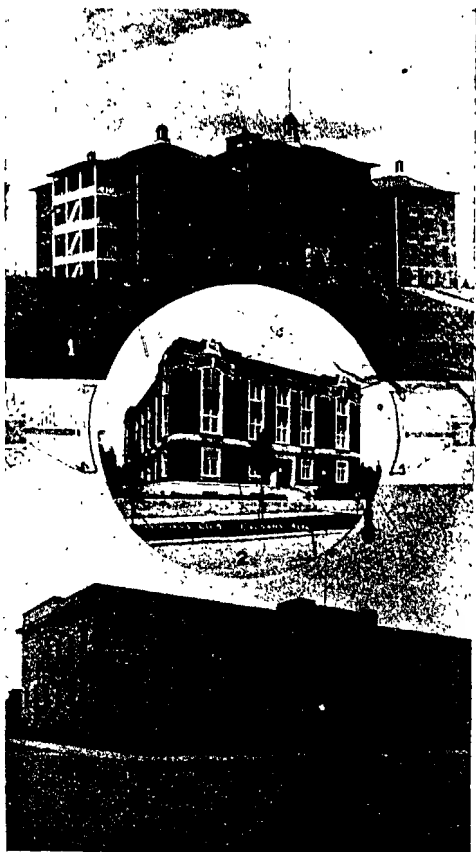
Calgary is an ideal town to live in. Business, health and pleasure—all can be enjoyed in full measure by its happy and uniformly prosperous citizens.



A Splendid Specimen of Alberta Clyde.



CANADA'S MOST MODERN CITY.



- 1—Calgary Public Hospital, owned and operated by the city.
- 2—Ranchmen's Club, Calgary.
- 3—Land Titles Building, Calgary.

# CALGARY

## ALBERTA'S CHIEF INDUSTRIAL CENTRE

The progress and prosperity of Alberta and Calgary is best reflected by the continuous increase in Calgary's bank clearings. The last three years' official Calgary figures are as follows:

Bank clearings for 1915—\$169,758,599

Bank clearings for 1916—\$233,097,671

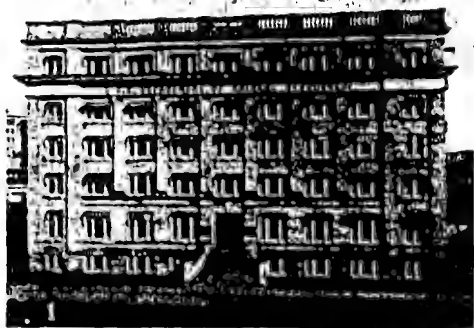
Bank clearings for 1917—\$348,663,426

## INDUSTRIES MANY AND VARIED

The chief industries of Calgary are farming and ranching; manufacturing of flour, biscuits, breakfast foods, rolled oats; ale, beer and temperance drinks; bricks, cement and cement blocks; rough and finished lumber; beds and mattresses; saddlery; show cases; tents; confectionery; cigars; meat products; soap; wagons, etc.

Calgary is the industrial and farming hub of the Province. It has large flour mills; 22 grain commission merchants; 13 grain elevators, including one operated by the Dominion Government; 27 branches of Canadian chartered banks; 190 wholesale houses; excellent police and fire protection. The C.P.R. shops for the Western lines are located here and employ over 1,500 men. Lumber is largely made in Calgary from logs floated down the Bow river.

# A CITY OF BUSY BUILDINGS.



- 1—C.P.R. Department of Natural Resources Building, Calgary.
- 2—A \$20,000 Alberta Hereford Bull.
- 3—Grain Exchange Building, Calgary.

Greater production and high prices have created undreamed of prosperity for Alberta and Calgary. From every corner of the Province reports come of broken business records. Bank clearings have previously been shown to be steadily increasing. Buildings are being erected in town and country. All kinds of machinery are being purchased in great quantities and manufacturers are finding it difficult to fill orders.

In 1915 Alberta contained less than 5,000 automobiles. Up until May 1, 1918, 21,080 licenses had been issued. In addition, tractors are being bought in very large numbers by farmers from every part of the Province. During 1917 customs receipts increased over \$1,000,000, against 1916.

Alberta's remarkable prosperity is being reflected in every line of business in Calgary. It is safe to state that trade conditions in this city were never so good and are rapidly improving daily.



An Example of Alberta Stock Breeding.

# \$65.00 Worth of Wheat to the Acre.

## Newspaper Article Tells Why Alberta and Calgary Are So Prosperous

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The following news item, one of many similar articles which appeared in Calgary newspapers last Fall, appeared in the "Herald" on September 28, 1917:

"Threshing has just been completed on the big field on the Nobleford farm which was visited by the Board of Trade on their trip a few weeks ago. The yield proved to be 31 bushels 46 pounds to the acre of good grade wheat. At present prices the average return per acre would be in the neighborhood of \$65. The field was 1,280 acres in extent, so that the average yield was very satisfactory.

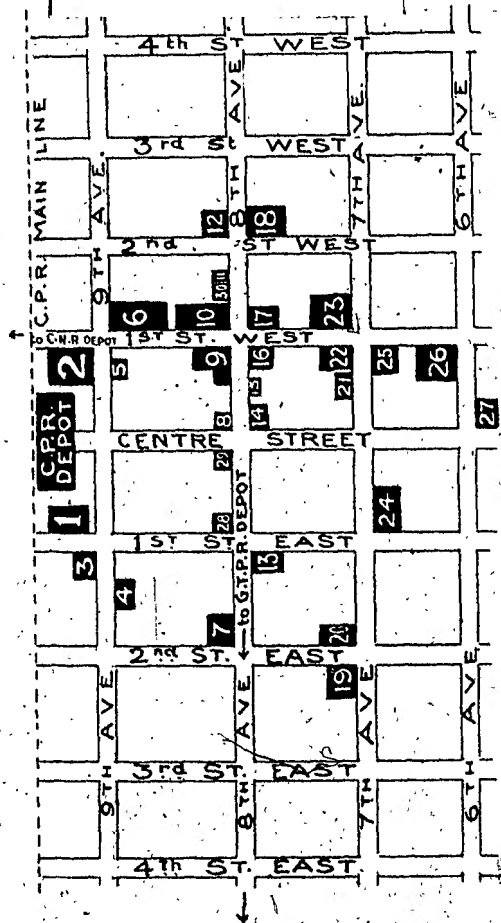
Threshing on the big farm will be completed in about ten days if good weather continues. Meantime plowing has been started, and when it is too wet to thresh all plowing outfits are turned loose in the big stubble fields. Owing to the enormous acreage under crop on the farm this year, being in the neighborhood of 10,000 acres, very little land has been summerfallowed, and Mr. Noble is hoping for good weather during the fall to enable him to get as much land as possible ready for spring."

Alberta is well called the land of plenty  
and Calgary the town of opportunities

Key to Map of  
CALGARY'S SHOPPING SECTION  
on opposite page.

Industrial Calgary is not shown on this Map  
owing to lack of space.

- 1—C.P.R. Department of Natural Resources Building.
- 2—Hotel Palliser.
- 3—Y.M.C.A. Building.
- 4—Hotel Alexandra.
- 5—King George Hotel.
- 6—Grain Exchange Building.
- 7—P. Burns Building.
- 8—Canadian Bank of Commerce.
- 9—Alberta Corner.
- 10—Alberta Block.
- 11—"Canadian" Building.
- 12—Canada Life Building.
- 13—Dominion Bank Building.
- 14—Royal Bank of Canada.
- 15—Pantages Theatre.
- 16—Bank of Montreal.
- 17—Alexandra Corner.
- 18—Lancaster Building.
- 19—City Hall and other Municipal Buildings.
- 20—Post Office.
- 21—New Calgary Market.
- 22—Central Methodist Church.
- 23—Hudson's Bay Co. Store.
- 24—Reveridge and Travis Buildings.
- 25—"Wild" Building.
- 26—Lecheed Building and Grand Theatre.
- 27—Oddfellows' Building.
- 28—Union Bank of Canada.
- 29—Merchants Bank of Canada.
- 30—Leeson-Lineham Building.



# CALGARY

## ALBERTA

### STOCKYARD RETURNS

| Year              | Horses | Cattle | Hogs    | Sheep  |
|-------------------|--------|--------|---------|--------|
| 1914              | 10,660 | 42,311 | 194,162 | 34,055 |
| 1915              | 17,675 | 43,445 | 161,514 | 13,147 |
| 1916              | 23,084 | 71,870 | 121,568 | 25,087 |
| Estimated<br>1917 | 25,622 | 91,007 | 124,568 | 25,021 |

### STREET RAILWAY STATISTICS

| Year    | Revenue      | Expenditure  | Passengers<br>Carried |
|---------|--------------|--------------|-----------------------|
| 1912—13 | \$704,053.29 | \$502,119.42 | 16,986,658            |
| 1913—14 | 601,008.83   | 515,192.44   | 16,213,731            |
| 1914—15 | 561,626.69   | 561,291.16   | 12,076,293            |
| 1915—16 | 605,634.18   | 576,912.09   | 13,894,317            |

Population 65,000. Per capita debt including utilities, \$392.00

City offers to prospective industrial and manufacturing concerns, suitable sites at cost price to City on extended payment plan. Lowest rates to power users in any city west of Winnipeg. — Natural Gas supply at cheap rates.

J. M. MILLER,  
City Clerk.